



**ОБРАЗОВАНИЕ И
ФИЛОЛОГИЧЕСКАЯ НАУКА
XXI ВЕКА
ГЛАЗАМИ МОЛОДЫХ УЧЕНЫХ**

**Сборник
международной
научно-практической
конференции
АСТАНА - УФА – 2023**

**ОБРАЗОВАНИЕ И
ФИЛОЛОГИЧЕСКАЯ НАУКА
XXI ВЕКА
ГЛАЗАМИ МОЛОДЫХ УЧЕНЫХ**

**Сборник
международной
научно-практической
конференции
для студентов, магистрантов,
докторантов и молодых ученых**

**АСТАНА -УФА
2023**

УДК 37.0+80/81
ББК 74.00+81.2
О-23

Рецензенты:

- Буркова Т.А.* – доктор филологических наук, профессор Башкирского государственного педагогического университета им. М. Акмуллы, Башкортостан, РФ
- Булатбаева Г.Н.* – доктор педагогических наук, Национальная Академия им. Ы. Алтынсарина, г.Астана
- Загатова С.Б.* – кандидат филологических наук, профессор Евразийского гуманитарного института, г.Астана

Научный редактор:

Бижкенова А.Е., доктор филологических наук, профессор Евразийского национального университета им. Гумилева

Редакционная коллегия:

Кенжигожина К.С., PhD, ЕНУ им. Л.Н. Гумилева
Смагулова М.Г., ЕНУ им. Л.Н. Гумилева

- О-23** Образование и филологическая наука XXI века глазами молодых ученых: Сборник трудов международной научно-практической конференции. - Астана: ИП «Булатов А.Ж.», 2023. - 193 с.

ISBN 978-601-326-711-1

В сборнике представлены тексты докладов участников одноименной международной научно-практической конференции, проведенной кафедрой иностранной филологии ЕНУ им. Гумилева совместно с кафедрой германского языкознания и зарубежной литературы БГПУ им. Акмуллы.

Тексты не подлежали правке и размещены в авторской редакции и стилистике.

УДК 37.0+80/81
ББК 74.00+81.2

ISBN 978-601-326-711-1

© Коллектив авторов, 2023

LINGUISTIC PECULIARITIES OF THE POLITICAL DISCOURSE

Kaldybekova N.B.

2nd year PhD student

Kazakh Ablai Khan University of
International Relations and
World Languages

Duisekova K.K.

Doctor of Philology, Professor,
Eurasian National University
named after L.N. Gumilyov,
Astana, Kazakhstan

Түйіндеме: Зерттеудің өзектілігі қазіргі заманғы ғылым мен қоғамның қызығушылығын, ал соңғы онжылдықтардан тыс саяси коммуникацияны едәуір арттыруын анықтайтын, осы бағыттағы көптеген зерттеулердің пайда болуына себеп болады. Саяси тіл білімінің мақсаты - қоғамның саяси мемлекеті, саяси белсенділік субъектілері, байланыс, ойлау және тіл арасындағы түрлі қатынастарды зерттеу. Сондықтан саяси тіл білімінің басты міндеті - саяси қызмет, қарым-қатынас, ойлау, тіл және қоғамның саяси жағдайы арасындағы байланысты зерттеу.

Түйін сөздер: риторика, дискурс, саяси дискурс, коммуникация, манипуляция.

Аннотация: Актуальность исследования обуславливает значительно возрастающий интерес современной науки и общества, к изучению политической коммуникации, который в течение последних десятилетий, безусловно стимулирует появление многочисленных исследований в данном направлении. Цель политической лингвистики состоит в исследовании различных взаимоотношений между политическим состоянием общества, субъектами политической деятельности, коммуникацией, мышлением и языком. Именно поэтому главной задачей политической лингвистики является исследование взаимоотношений между субъектами политической деятельности, коммуникацией, мышлением, языком и политическим состоянием общества.

Ключевые слова: риторика, дискурс, политический дискурс, коммуникация, манипуляция.

Abstract: The relevance of the study determines the significantly increasing interest of modern science and society, to the study of political communication, which over the past decades, certainly stimulates the emergence of numerous studies in this direction. The purpose of political linguistics is to study the various relationships between the political state of society, subjects of political activity, communication, thinking and language. That is why the main task of political linguistics is to study the relationship between subjects of political activity, communication, thinking, language and political state of society.

Key words: rhetoric, discourse, political discourse, communication, manipulation.

Rhetoric, which covered a broad range of verbal communication, particularly in the realm of politics, was a universal model of information processing up until the 20th century. Political rhetoric is currently receiving renewed attention in a number of studies, particularly in relation to its historical roots and in the context of its inclusion as a branch of linguistics.

Rhetoric currently considers all modes of communication and does not confine political conviction to voice or letter. There is no non-ribbon conversation, in general terms. Instead, rhetoric refers to the characteristics of discourse that agents (speakers, writers, etc.) use to persuade their audience [1].

Because it is symmetrical with the social reality of the masses, contemporary political linguistics is immensely persuasive. This is a clever usage of a phrase that draws people in and increases their potential. Because it is linked to rhetorical frameworks that are already a part of widespread discursive practices and generalized understanding, the appeal to mass installations is successful.

The employment of a certain system of linguistic devices, which helps the recipient construct a particular political image, is one of the crucial elements of a political text. Since political appeal is frequently intended to leave a lasting impact and persuade large sectors of the audience that a certain idea is correct, manipulative techniques are frequently employed in this kind of discourse. In other words, the purpose of political discourse is not a description, but a belief, awakening in the addressee of intent, create a ground for persuasion and encourage action [2].

This fact explains why certain aspects of political discourse are present at all linguistic levels, including morphological, lexical, syntactic, etc.

With the same objective in mind—firmly cementing the presentation in the minds of the audience—politicians frequently employ short phrases, repetition of words, the same endings, and the start of new sentences. This is because politicians typically address sizable crowds with a range of perception levels. To put it another way, all demographic groups should be able to understand the policy's message.

The creation of expressiveness at this lexical level is facilitated by:

a) the use of words with emotional and evaluative connotations.
b) The composition of emotional vocabulary can be distinguished by groups [4]:

1) words with a vivid connotative meaning, which contains an assessment of signs, facts and phenomena that give an unambiguous characteristic of people: to inspire, delightful, unsurpassed, destroy, irresponsible, antediluvian, indulgent, underlying, emptiness;

2) multi-valued words that are characterized by neutrality in the main meaning, however, obtaining a qualitatively emotional shade with portable use;

3) Words with suffixes of subjective assessment, through which various shades of feelings are transmitted. Their assessment meanings are not due to nominative properties, but by word formation;

b) amplification (expansion) - a technique in which the emotional effect is achieved as a result of using words with growing semantics - for example, large - significant - large - huge - giant - gigantic etc.;

c) qualitatively evaluative antonyms are also important for the political text, which allow us to distinguish a “political leader, a successful policy” from among the “bad”;

d) the use of degrees of comparison of adjectives;

e) the use of slang, abbreviated and vernacular forms. They are used as a technique for a conversational type of speech to converge with the audience (used dosed and only under certain circumstances);

e) professionalisms are also actively used. This is due to the fact that this lexical set is used to create a more “true” image of a politician. Such tokens are well perceived by the audience and listeners. Part of professionalisms, which is not familiar with a wide range of people, is used in special publications and programs, for example in political ballots, at conferences.

g) phraseological turns - carry a semantic load on an advertising message, making it more dynamic, alive;

h) akhronism - politicians quite creatively uses the idea of the “past”, the idea of the audience that everything was better, better. Sometimes Ahronisms are an emphasis in the entire political program of a candidate or party.

“Fifty-eight years ago, six hundred brave souls set out from Selma, Alabama to secure one of our most sacred freedoms: the right to vote” [5]

In order to achieve greater expressiveness in political discourse, semantic (paths) are often used, which allow you to attract special attention of the audience to any issue. The most frequent include [6]:

- comparison:

“Those brave marchers were pushed back, but they continued to march forward” [5]

- metaphor:

“Their courage and their sacrifice inspired many to join the fight for civil rights — to put an end to poll taxes, literacy tests, and other forms of discrimination that blocked Black Americans’ access to the ballot box” [5]

Since almost all political speeches are aimed at improving the image of a politician, at achieving specific political goals (winning the presidential election), it is also advisable to indicate manipulative methods [7]:

- euphimization, that is, the word is replaced with negative semantics positive or neutral in meaning;

- the substitution of concepts - a well-known concept is put on a par with a negative concept or positive, as a result, gaining negative or positive meaning;

- rethinking - a well-known event is assigned a new meaning convenient for the author;

- “implanted assessment”;

- The implicat is when the information is not present in the message, but due to stereotypes, it is easily understood and perceived by the audience [8];

- The silence is not to the end of the expression, as a result of which there is an expressive break in the statement, which gives the listener/ viewer the opportunity to speculate to the end of what was not allowed.

Consider what ways the expression is transmitted at the morphological level.

Politicals are especially actively used by such a means of manipulation as using the pronoun “we” [9]. Firstly, this creates the listener with the illusion of in-

volvement in the process. Secondly, this creates a feeling of a speaker equal with an audience (the most relevant for democracies, but also the speeches of totalitarian and even fascist leaders are actively used). This technique also emphasizes that political actions must be carried out together:

“We must redouble our efforts and renew our commitment to protecting the freedom to vote” [5]

“If we are to truly honor the legacy of those who marched in Selma on Bloody Sunday, we must continue to fight to secure and safeguard the freedom to vote” [5]

However, this effect is “dangerous” from the point of view that sometimes the electorate needs to speak in “I-format” to demonstrate its own responsibility and strength, authority, without shifting the problems of public administration to them.

Expressive means, paths for emotional saturation of speech are quite actively used:

1) the use of inversions, that is, deliberately rearranging words for its / their selection: “Today you voted for actions, and not for politics, as usual”;

2) the use of exclamations, questions to attract attention to a certain proposal most important in this context.

The narrative sentences, despite the initially calm style of presentation, can also act as emotional triggers, in particular, if they contain a shocking fact, or an important political advice, or a very touching political recognition. In this case, a calm style of presentation can help achieve even a greater effect than exclamation [10].

“They achieved passage of the landmark Voting Rights Act of 1965, which enshrined critical protections for voting rights in federal law” [5]

Significantly enhances the effect of emotionality, expression, sensuality such a technique as a repeat:

“They have purged voters from the rolls. They have closed polling places. They have made it a crime to give water to people standing in line” [5]

Thus, there are numerous verbal techniques to add emotion to political discourse in order to reach a high level of awareness manipulation and to create the proper political image of the speaker. Many manipulative techniques and expressive language devices can be employed in a single political circulation, further demonstrating the study's applicability. The use of common verbal and manipulative techniques might, however, have the reverse impact and create a negative perception of the manipulator.

References

1. Akopov, D.R. (2013). Strategies and tactics of political discourse. Bulletin of Nizhnevartovsk State University, 6(1), 403—409. (In Russ). (In Russ).
2. Khalatyan, A.B. (2011). Pre-Election discourse. Political Linguistics. Stavropol, 2, 180—187. (In Russ).

3. Zhbakov, M.M. (2013). Genre system as an institutional characteristic of the discourse of clinical. URL: <http://referatdb.ru/medicina/160038/index.html> (accessed: 24.12.2017).
4. Lahlou, S., Schonhardt-Bailey, C., & Yager, E. Yes, Ronald Reagan's Rhetoric Was Unique – But Statistically, How Unique?. *Presidential Studies Quarterly*, 2012. 630 p.
5. Statement by Vice President Harris on the 58th Anniversary of Bloody Sunday: <https://www.whitehouse.gov/briefing-room/statements-releases/2023/03/05/statement-by-vice-president-harris-on-the-58th-anniversary-of-bloody-sunday/> (from March 05, 2023)
6. Erickson K.V. Jimmy Carter: The Rhetoric of Private and Civic Piety // *The Western Journal of Speech Communication*. №44. 1980. 284 p.
7. Petrenko V.V., Potapova A.S. Political linguistics as a constituent part of modern political theory // *Procedia - Social and Behavioral Sciences*. 2014. № 154. 580 p.
8. Slomson S., Weber E.U. The Cognitive Science of Political Thought: Practical Takeaways for Political Discourse // *Behavioral Scientist*, URL: <https://behavioralscientist.org/the-cognitive-science-of-political-thought-practical-takeaways-for-political-discourse/> (accessed: 19.08.2021)
9. Schiappa E. Second Thoughts on the Critiques of Big Rhetoric // *Philosophy and Rhetoric*. Vol. 34. 2001. № 3. 420 p.
10. Rossinow D. *The Reagan Era. A History of the 1980s*. Columbia University Press. 2016. 392 p.

ABOUT METHODS OF CONCEPT ANALYSIS

Темірбай А.Х.,
Магистрант 2 курса,
ЕНУ им. Л.Н. Гумилева,
научный руководитель, к.ф.н., профессор
Жуманбекова Н.З.

Түйіндеме: Ұсынылған мақалада концептілердің сипаттаудың ең көп тараған әдістері мен тәсілдері ұсынылған, соның ішінде концептуалды, этимологиялық, семантикалық және когнитивтік талдаулар. З.Д. Попова, И.А. Стернин және К.К. Керімбекова бойынша концепттерді семантикалық-когнитивтік зерттеудің негізгі кезеңдері, ассоциативті эксперименттің ерекшеліктері қарастырылады.

Ключевые слова: концепт, концептіні зерттеу әдістері, концептуалды талдау, этимологиялық талдау, ассоциативті эксперимент.

Аннотация: В статье представлены наиболее распространенные методы и подходы анализа концептов, такие как концептуальный, этимологический, семантико-когнитивный. Выделены основные этапы семантико-когнитивного исследования концептов З.Д. Поповой и И.А. Стернина, а также этапы концептуального анализа К.К. Керимбековой. Рассматриваются особенности ассоциативного эксперимента.

Ключевые слова: концепт, методы анализа концепта, концептуальный анализ, этимологический анализ, ассоциативный эксперимент.

Abstract: The article presents the most common methods and approaches for describing concepts, such as conceptual, etymological, semantic and cognitive analysis. The main stages of semantic-cognitive research of concepts according to Z.D. Popova and I.A. Sternin, as well as the stages of research according to K.K. Kerimbekova were taken into account. The features of the associative experiment were revealed.